

## 96.9 KYYO-FM

McCleary, WA, South Sound Country.

### Issues and Programming, July 1<sup>st</sup> 2021 through September 30<sup>th</sup> 2021

1. Non Profit /  
Youth Development

**Born to Be Wild Dinner & Auction 2021**  
***Boys & Girls Clubs of Thurston County***

The Boys & Girls Clubs of Thurston County has eight clubs: Olympia (2), Lacey (2), Tumwater, Tenino, Rochester, and Yelm. The organization raises donations to fund its operation with two events each year. The Born to Be Wild Dinner and Auction is the second major fund raising event of 2021, which returned to the traditional in-person format held at St. Martin's University. Boys and Girls Clubs of Thurston County reportedly raised about \$500,000.00 this year for club operations and scholarship opportunities for students who attend. The station works in partnership with the organization, providing PSA messages to spread the awareness of the Boys & Girls Clubs of Thurston County and to invite local business leaders and donors to attend the event.

09/06/21 – 09/30/21  
PSA Messages  
:30 second spots  
200x total spots

2. Local Talk Program

**"Coffee with Ken Balsley" Sunday's at 8:00 am**  
***Hosted by Ken Balsley***

The station works with local historian, and political commentator Ken Balsley who invites guests that range from politicians to business or community leaders into the studio an interview that discusses important local issues in Thurston County and the Pacific Northwest. The station airs the program on Saturday mornings at 8:00 am and the podcast version is posted on Ken's website, kenbasley.com. His guests in this period included: Mike Marohn – Retired Financial Advisor, Corey Gauny – Candidate for Olympia City Council, Spence Weigand – Candidate for Olympia City Council, Joe Downing – Port of Olympia Commissioner, Nate & Hope Bowling – Educational Advocates, Robbi Kesler – Candidate for Olympia City Council, Wendy Carlson – Former Candidate for Olympia City Council, Lisa Parshley – Olympia City Council Member, Bob Iyall – Candidate for Port of Olympia Commissioner, Kim Wyman – Washington Secretary of State, Lenny Greenstein – Lacey City Council Member.

07/04/21 – 09/26/21  
Locally Produced Show  
30:00 Minute Program  
Sunday Mornings  
8:00am

**3. City Government  
Fire Department**

**Fireworks Ban in Olympia, Lacey, Tumwater  
*City of Olympia Fire Department***

Independence Day is an important time to recognize America's founding principles and history. In Thurston County there is now a fireworks ban in effect making it illegal to set-off fireworks within County limits. The station along with Olympia Fire Department Produced and Aired PSAs (to educate & remind the public of the fireworks ban and promoting safety when celebrating the 4<sup>th</sup> of July with fireworks.) Fortunately, the public fireworks display(s) that typically occur as an annual tradition, in Lacey (July 3<sup>rd</sup>) and Tumwater (July 4<sup>th</sup>), were adapted and held safely allowing community members to forgo purchasing and lighting off their own fireworks and enjoy a large scale fireworks show. These PSAs were especially important because of the new County-wide fireworks ban as well as tinder-dry conditions that put the potential for accidental local fires or forest fires at an extremely high risk.

07/01/21 – 07/06/21  
PSA Messages  
(61x) 30 second spots

**4. Government  
Legislative Affairs**

**Long Form News Report Washington State Legislature  
*Weekly Update – Political News Around Washington State***

The station partners with local television channel TVW, Washington State's government affairs resource, to present Political Weekly Update six times weekly airing on Fridays & Saturdays Content is comprised of a variety of political issues that affect Washington state. The station presents the weekly update to inform listeners of topical political issues they care about.

07/01/21 – 09/30/21  
News Content  
:90 second report  
6 times weekly F-Sa

**5. Domestic  
Violence**

**Domestic Violence Crisis Line  
*Turning Point Survivor Advocacy Center***

Turning Point Survivor Advocacy Center in Shelton, WA is Washington state's second largest domestic violence shelter, serving women, children up to 18 years old, and is pet friendly. Turning Point provides a 24/7 crisis line available for those seeking resources necessary to escape an abusive and/or unhealthy relationship. The station provides local PSA airtime with a message focused on promoting Turning Point's crisis line as a trusted resource for those in need. Additionally, Turning Point is hosting their annual Power of the Purse Dinner & Auction on October 16<sup>th</sup>, 2021, as an in-person event at Shelton Yacht Club.

07/01/21-09/30/21  
PSA Messages  
(90x) :30 second spots

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| <p><b>6. Emergency Preparedness</b></p>                | <p><b><u>Thurston Community Alert</u></b><br/> <b><i>Thurston County Emergency Management (TCEM)</i></b></p> <p>Thurston County Emergency Management, in an effort to keep citizens safe and apprised of hazardous conditions in the area, uses several types of alerts to warn the public of potential hazards within Thurston County: Emergency Notification Public Alerts such as: burn bans, boil notices, missing persons, and chemical spills to name a few. As well as the Emergency Alert System (EAS, Wireless Emergency Alerts (WEA) and Public Alerts. The public is encouraged sign up for Thurston Community Alerts, by visiting their website at TCAAlert.org. The station provides PSA messages spreading awareness of TC Alert, and how listeners can sign up.</p> | <p>07/01/21 – 09/30/21<br/> PSA Messages<br/> (390x) :30 second spots</p> |
| <p><b>7. Agriculture Info</b></p>                      | <p><b><u>Weekday AG Report</u></b><br/> <b>PNW AG Network</b></p> <p>The station partners with the PNW AG Network, who provides Agriculture focused content Ready-to-air two times every weekday. The content covers the Pacific Northwest including Washington, Oregon, and Idaho. The station realizes that just outside of the urban core of Puget Sound, Agriculture is a thriving, yet challenging industry. Radio continues to serve as the major information source for the agriculture industry. Radio is also the most trusted media for this industry. Our station airs two 3:00 minute reports every weekday, at 5:40 am and 9:40 am.</p>                                                                                                                               | <p>07/01/21--09/30/21<br/> 3:00 Minute Report<br/> 2x Report Daily</p>    |
| <p><b>8. Broadcasters Congressional Promo Spot</b></p> | <p><b><u>We Are Broadcasters</u></b><br/> <b><i>National Association of Broadcasters</i></b></p> <p>As the 117<sup>th</sup> Congress begins; policymakers are poised to tackle legislation that could impact broadcasting's future. It's important to remind lawmakers what sets broadcasters apart from other media – our critical local connection and the free, lifeline service that we provide. When Americans seek a trusted source; they know they can rely on local radio and TV stations. By working together, broadcasters are reminding legislators that local radio and TV stations are the pulse of communities – delivering the news, emergency updates, weather and entertainment that are relevant in our listeners' lives.</p>                                    | <p>07/01/21-09/30/21<br/> PSA Messages<br/> (416x) :30 second spots</p>   |

- 9. Local Events**  
**Free Entertainment**
- Lacey in-Tune Summer Event Series**  
***City of Lacey***
- The station is proud to sponsor the City of Lacey's in-Tune Summer Event series July-August. Lacey in-Tune provides weekly entertainment at Huntamer Park including: Children's Entertainment on Tuesday evenings, Movies in the Park on Friday evenings, and Noon-Tunes Concerts on Wednesdays during lunchtime. Attendees could register to attend, to comply with Covid-19 precautions and social distancing. Plus, all events are free allowing families, children, and everyone interested in attending to join in the fun entertainment and community activity that was much needed this summer as the pandemic continued to disrupt normal summer traditions.
- 07/06/21 – 08/1/21  
Promos  
:30 second PSAs  
Total of (240x)
- 10. Non-Profit**  
**Scholarship Program**
- Community Outreach**  
***Miss Thurston County Scholarship Program (MTCSP)***
- The Miss Thurston County Scholarship Program is an official preliminary to the Miss Washington and Miss America program. MTCSP is a not-for-profit organization formed in 1975, by individuals who believe in helping local young women achieve success by providing an opportunity for them to fulfill their potential. Over the years, more than 260 participants have benefitted from the program through personal, professional, and educational growth. The station is the official media sponsor for MTCSP, providing PSA messages asking for support and sponsors for their upcoming pageant. Additionally, the station recorded interviews with the 2021 Miss Thurston County candidates as part of our special "Communicator" award process. The station will select and award the best communicator during the pageant in October 2021.
- 09/13/21-09/30/21  
PSA Messages  
(168x)  
30 second spots
- 11. Local Events**  
**Free Entertainment**
- Movies at the Marina 2021**  
***Port of Olympia***
- In 2020, the Port of Olympia held the first Movies at the Marina event series as a drive-in movie style event to comply with all Covid-19 safety precautions. The event series was so popular that Port of Olympia wanted to continue the Movie series this summer with a slightly adjusted format that would make it a more traditional in-person event with vendors, live music entertainment, food and drinks and then movies at dusk with patrons bringing their own (lawn) chairs to sit outside and watch the screen, rather than being inside cars. The station was proud to sponsor and support the event 2021 series that featured three total movies/events July-August.
- 07/26/21 – 08/21/21  
Promos  
:30 seconds  
Total of (168x)

